

SERIAL NO. 09/764,220

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IN THE CLAIMS:

Please AMEND claims 1-3, 7, 8, 12, 13, 15, and 19, as follows:

1. (CURRENTLY AMENDED) An integrated Internet shopping mall management system wherein product order information is received at a cyber agency shopping mall corresponding to an offline agency which a customer selects, and the offline agency delivers the ordered product, the shopping mall management system comprising:

a customer web browser that receives product order information and payment information from the customer and provides the product order information and the payment information through an Internet;

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~~an agency web browsers that receives~~ corresponding agency product information from ~~an corresponding agencies, agency and provides the~~ corresponding agency product information through the Internet, ~~and receives~~ corresponding paid order information through the Internet, and displays the corresponding paid order information;

a shopping mall web server that forms a cyber agency shopping mall for each of a plurality of agencies; ~~provides the agency product information received from the agency web browsers, corresponding to respective cyber agency shopping malls, to the customer web browser~~ organized according to geographic information of the respective plurality of agencies,; and receives the product order information from the customer web browser through the Internet; and

a payment server that receives the product order information from the shopping mall web server and, after ~~receiving~~ receives the payment information from the customer web browser through the Internet, ~~handling~~ handles the payment information for the order.

2. (CURRENTLY AMENDED) The integrated Internet shopping mall management system of claim 1, wherein the ~~plurality of cyber agencies~~ are divided according to regions in which each offline agency is ~~actually physically located, and the shopping mall server further displays a map on the customer web browser such that, when the customer selects one of the regions in a the map displayed by the cyber agency connecting unit through the customer web browser, the hyper links of all the cyber agency web servers related to the selected one region are displayed, and the customer is enabled to select one of the cyber agency web servers having the displayed hyper links corresponding to the desired offline agency the customer wants.~~

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3. (CURRENTLY AMENDED) An integrated Internet shopping mall server system providing web services in an environment connected to an Internet, the server system comprising:

an agency connecting unit receiving agency product information from an ~~corresponding~~ agency web browsers through the Internet, relating a plurality of offline agencies according to geographic information for display according to a geographic input received from a connected customer web browser, and providing paid order information to the corresponding agency web browser through the Internet;

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a plurality of cyber agency web servers corresponding to a ~~the~~ plurality of offline agencies, that, after receiving the agency product information from the agency connecting unit, provide the information to a ~~the~~ connected customer web browser according to the agency connecting unit;

a customer order handling unit receiving order information from the customer web browser; and

a payment server receiving payment information from the customer web browser and handling the payment information for the order.

4. (ORIGINAL) The server system of claim 3, further comprising:

a cyber agency connecting unit having at least one hyper link corresponding to at least one web page provided by the plurality of cyber agency web servers, and that connects one of the cyber agency web servers decided by selection information received from the customer web browser, to the customer web browser.

5. (ORIGINAL) The server system of claim 3, wherein the agency product information includes at least one of a list of products each agency wants to sell and a notice each agency gives to customers.

6. (ORIGINAL) The server system of claim 3, further comprising:

a detailed product information database that stores detailed information of all products the plurality of agencies want to sell; and

a detailed product information displaying unit that provides detailed information retrieved from the detailed product information database, to the customer web browser.

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7. (CURRENTLY AMENDED) The server system of claim 3, wherein the plurality of cyber agencies are divided according to regions in which each offline agency is actually physically located, wherein the agency connecting unit displays a map on the customer web browser such that, when a customer selects one of the regions in a the displayed map displayed by the cyber agency connecting unit through the customer web browser, the hyper links of all the cyber agency web servers related to the region are displayed and hyper links of all cyber agency web servers not related to the region are not displayed, and the customer is enabled to select one of the cyber agency web servers corresponding to the offline agency in the region selected by the customer wants.

8. (CURRENTLY AMENDED) An integrated Internet shopping mall management method wherein product order information is received at a cyber agency shopping mall corresponding to an offline agency, which a customer selects, receives product order information, and a selected one of the plurality of agencies delivers an ordered product, the shopping mall management method comprising:

receiving, through the Internet, agency product information of the agencies from an agency web browser corresponding to each agency;

providing, on request of a customer web browser, an organization of the agencies according to geographic information of the agencies and from which the customer selects in order to select the agency, and providing agency product information of the selected agency to the customer web browser through an Internet;

receiving product order information and payment information from the customer web browser through the Internet, and handling payment for the order; and

on request of the agency web browser, providing paid order information of the corresponding agency, to the agency web browser through the Internet.

9. (ORIGINAL) The management method of claim 8, wherein the providing further comprises:

displaying at least one hyper link corresponding to a web page provided by a selected one of the plurality of cyber agency web servers;

providing, on request of the customer web browser, a list of products the selected agency wants to sell, to the customer web browser through the Internet; and

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retrieving, on request of the customer web browser, detailed information on the selected product from a detailed product information database and then providing the detailed information to the customer web browser through the Internet.

10. (ORIGINAL) The management method of claim 8, further comprising:  
delivering, from the agency, the product to the customer according to the paid order information.

11. (ORIGINAL) The management method of claim 8, further comprising:  
receiving, when the agency cannot deliver the product according to the paid order information, an information indicating that the agency cannot deliver the product, through the agency web browser;

changing the payment handling information to a changed paid order information for a second selected one of the agencies that has the product to be delivered, and, on request of the agency web browser of the second agency, providing the changed paid order information to the agency web browser of the second agency through the Internet; and

delivering, from the second agency, the product to the customer according to the changed paid order information.

12. (CURRENTLY AMENDED) The management method of claim 8, ~~further wherein the comprising dividing the plurality of cyber agencies are divided~~ according to regions in which each agency is actually located, and the providing, on request of the customer web browser, the agency product information comprises displaying a map having the regions, receiving geographic input from the customer web browser indicating that ~~such that, when a customer selects a region in a the map has been selected~~ through the customer web browser, ~~the displaying hyper links of all the agencies cyber agency web servers related to of the selected region are displayed and not displaying hyper links of agencies not of the selected region, and receiving a selection from the customer web browser to is enabled to select one of the cyber agencies agency web server corresponding to the offline agency the selected region the customer wants.~~

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13. (CURRENTLY AMENDED) A computer readable recording medium having recorded a computer program of an integrated Internet shopping mall server wherein product order information is received at a cyber agency shopping mall corresponding to a selected one of a plurality of offline agencies, which a customer selects, and agencies, one of which corresponds to the selected cyber agency, delivers an ordered product, wherein the server program comprises:

a module that receives, through an Internet, product information for the agencies from agency web browsers corresponding to the plurality of agencies;

a module that displays on a customer web browser a list of cyber agencies organized by geographic information of the agencies and receives a selection of the one of the listed cyber agencies;

a module that provides a list of products offered by, ~~which~~ the selected cyber agency ~~wants to sell~~, to the customer web browser through the Internet;

a module that receives product order information ~~and payment information~~ from the customer web browser through the Internet, ~~and handles a payment for the product order. information and the payment information;~~ and

a module that, on request of the agency web browser of the corresponding one agency, provides a paid order information of the corresponding one agency, to the agency web browser of the corresponding one agency through the Internet.

14. (ORIGINAL) The recording medium of claim 13, wherein the server program further comprises:

a module that, on request of the customer web browser, retrieves a detailed information on the selected product from the detailed product information database, and provides the information to the customer web browser through the Internet.

15. (CURRENTLY AMENDED) An integrated Internet shopping mall management system comprising:

a shopping mall server that provides a cyber agency shopping mall for a plurality of agencies, comprising:

a customer portion that provides product information and receives a product order ~~and payment information~~ from a customer; and

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an agency portion that receives the product information from the plurality of agencies over an Internet, displays the agencies according to geographic information of the agencies through the customer portion, and provides paid order information to the agencies; and a payment server that receives the product order from the shopping mall server and the payment information from the shopping mall server customer, and handles the payment information for the product information order, and sends paid order information to the shopping mall server.

16. (ORIGINAL) The integrated Internet shopping mall management system of claim 15, further comprising:

a hyper link corresponding to a web page provided by one of the agencies, that connects the customer to the web page provided by the agency when the hyper link is selected.

17. (ORIGINAL) The integrated Internet shopping mall management system of claim 15, further comprising:

a detailed product information database, maintained by at least one of the plurality of agencies, that stores detailed information about the products the plurality of agencies wants to sell; and

a detailed product information unit that provides the detailed product information retrieved from the detailed product information database, to the shopping mall server.

18. (ORIGINAL) The integrated Internet shopping mall management system of claim 15, wherein the product information includes at least one of a list of products the one of the agencies wants to sell and a notice from one of the agencies.

19. (CURRENTLY AMENDED) An apparatus for conducting commerce, comprising:  
an agency product information database, maintained by an each of a plurality of agencies, containing at least one of product information, detailed product information and an agency notice to customers for each of the agencies;

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an agency information handling unit that provides information from the agency product information database to at least one integrated shopping mall over an Internet, the integrated shopping mall providing a listing of agencies organized according to geographic information of the agencies, providing the information to a customer according to an input of desired geographic information received from the customer, accepting a customer order related to the provided information to the customer according to a selection of the customer-accepting payment information and providing the payment information to a payment processing unit; and

a paid order handling unit that accepts the paid order information from a payment processing unit according to customer order information from the integrated shopping mall and the payment information from the customer received at the payment processing unit.

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